

17607  
U.S. PTO  
022004

**PATENT APPLICATION TRANSMITTAL LETTER**  
(Large Entity)

Docket No.  
**HAR-004**

TO THE COMMISSIONER FOR PATENTS

Transmitted herewith for filing under 35 U.S.C. 111 and 37 C.F.R. 1.53 is the patent application of:

**Peter Gold, Randall K. Thomas and Joseph M. DiGregorio**

For: **SYSTEM AND METHOD FOR MEASURING REACTIONS TO PRODUCT PACKAGING, ADVERTISING, OR  
PRODUCT FEATURES OVER A COMPUTER-BASED NETWORK**

Enclosed are:

- ☒ Certificate of Mailing with Express Mail Mailing Label No. **EV 325176647 US**
- ☒ **Ten (10)** sheets of drawings.
- ☐ A certified copy of a \_\_\_\_\_ application.
- ☒ Declaration ☐ Signed. ☒ Unsigned.
- ☒ Power of Attorney
- ☐ Information Disclosure Statement
- ☐ Preliminary Amendment
- ☐ Other:

19270 U.S. PTO  
10/783733

022004

**CLAIMS AS FILED**

For	#Filed	#Allowed	#Extra	Rate	Fee
Total Claims	23	- 20 =	3	x \$18.00	\$54.00
Indep. Claims	3	- 3 =	0	x \$86.00	\$0.00
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					\$0.00
BASIC FEE					\$770.00
TOTAL FILING FEE					\$824.00

- ☒ A check in the amount of **\$824.00** to cover the filing fee is enclosed.
- ☒ The Director is hereby authorized to charge and credit Deposit Account No. **50-1101** as described below.
  - ☐ Charge the amount of \_\_\_\_\_ as filing fee.
  - ☒ Credit any overpayment.
  - ☒ Charge any additional filing fees required under 37 C.F.R. 1.16 and 1.17.
  - ☐ Charge the issue fee set in 37 C.F.R. 1.18 at the mailing of the Notice of Allowance, pursuant to 37 C.F.R. 1.311(b).

Dated: **February 20, 2004**



Signature

**Kenneth J. LuKacher**  
Attorney for Applicants  
Registration No. 38,539  
South Winton Court  
3136 Winton Road South, Suite 204  
Rochester, New York 14623  
Telephone: 585-424-2670  
Facsimile: 585-424-6196

KJL/tsm  
cc:

**CERTIFICATE OF MAILING BY "EXPRESS MAIL" (37 CFR 1.10)**

Applicant(s): Peter Gold et al.

Docket No.

HAR-004

Serial No.

N/A

Filing Date

Concurrently herewith

Examiner

N/A

Group Art Unit

N/A

Invention: **SYSTEM AND METHOD FOR MEASURING REACTIONS TO PRODUCT PACKAGING, ADVERTISING, OR PRODUCT FEATURES OVER A COMPUTER-BASED NETWORK**

I hereby certify that the following correspondence:

PATENT APPLICATION

*(Identify type of correspondence)*

is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on

February 20, 2004*(Date)*Tammy S. Moynihan*(Typed or Printed Name of Person Mailing Correspondence)**(Signature of Person Mailing Correspondence)*EV 325176647 US*("Express Mail" Mailing Label Number)***Note: Each paper must have its own certificate of mailing.**